

# HOUSTON BUSINESS JOURNAL

## City Beat

### Software tracking a sign of the construction times

An area software company has a supporting role in construction of the new 52-story New York Times building in Manhattan.



A program developed by The Woodlands-based On Center Software helps track and assess the progress of Jacobson & Company Inc., the Elizabeth, N.J., contractor constructing the building's walls and ceilings.

On Center President Leonard Buzz says Jacobson used the firm's Digital % Complete -- or DPC -- program to come up with an estimate in bidding for the \$15 million contract.

He says DPC software allows construction companies to build the job from an original estimate.

Explains Buzz: "The product allows contractors to do what they haven't been able to do before. They can find out, on a day-to-day basis, how fast or slow certain materials are going to be installed."

DPC takes regular images of the plans to determine whether daily production is on line with estimates.

"If it's not fast enough, companies can tell their teams to speed up a bit the next day to catch up," Buzz notes. "It gives an instant visual of whether or not they're making or losing money on a daily basis."

Knowing if a project is going over budget as it happens instead of weeks later helps save money and makes firms more efficient.

Says Buzz: "For such a high-risk industry, the construction industry is just coming online with wireless products and services."

The New York Times tower is 1.6 million square feet. NY Times Co. will own and occupy 800,000 square feet on 28 floors of the building, along with the 30,000-square-foot Times Center auditorium and function space.

Construction began in 2005 and is projected to be completed in 2007.

- Mary Ann Azevedo